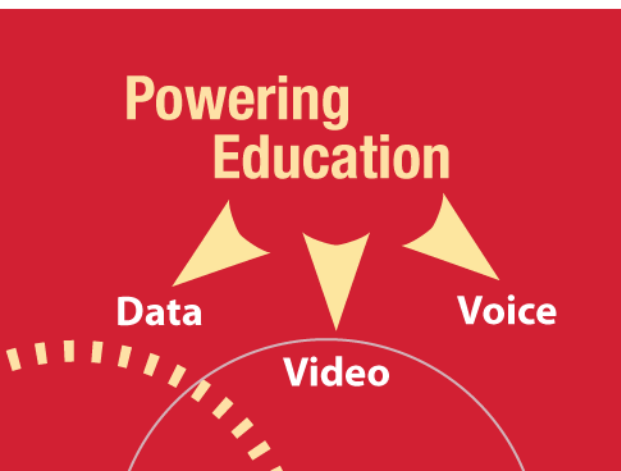


**Experience the  
ENA Difference**



**INDIANA STATE  
LIBRARY**

**CONSORTIUM  
CONTENT FILTERING**

# Presenters



Education Networks of America

- Michael McKerley
  - Sr. Director of Technology and Innovation
- Travis Markley
  - Manager of Customer Solutions

# Agenda



Education Networks of America

- ENA Content Filtering Changes and Improvements
- Timeline for changes
- Results of Filtering Categories Survey

# New Content Filtering



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- Introduction of ENA WebSafe
  - Complete overhaul of cloud-based ENA Content Filtering
  - Radically different technology
  - No more proxies
    - Library's public IP addresses will be what content servers detect as the requestor's source
      - Frequently requested feature for organizations that subscribe to paid content
  - Read and act upon requests right off the wire
  - Different filtering categories than what we have today
  - Same AO features

# ENA WebSafe Timeline

## Summer 2012:

- Start migrating all filtered libraries to new cloud service
  - Different categories available to be blocked
  - Migrate current whitelist/blacklist
- All libraries initially migrated with same class of service you have today
  - Basic will stay basic; differentiated filtering will stay differentiated
- We hope to finish migrating everyone by the end of summer, but migration period may extend into the fall

## October 2012:

- Begin Filtering HTTPS traffic

# ENA WebSafe Timeline



Education Networks of America

December 2012:

- Rollout new ENA WebSafe Standard service
  - HTTP + HTTPS filtering
  - Complete control over your own filtering policy
  - New on-line administrative controls, including:
    - On-line Policy Manager
    - Full on-line Reporting Suite
    - Same AO administration, all integrated with ENA Support Tools
  - Yes, Reporting!
  - “Differentiated” control becomes the new standard
  - No more price difference to control your own policy

# ENA WebSafe Timeline

- December 2012 (cont'd)
  - “Legacy” Service option
    - A service almost identical to today’s “basic” service, but that includes HTTPS filtering as well
    - Shared policy, but no reporting, no library-specific controls, no per library whitelists/blacklists and no future features

# ENA WebSafe Timeline



Education Networks of America

## Early 2013

### – Introduce ENA WebSafe Pro

- Integrates with Microsoft AD and other user directories
- Different filtering for different groups based on username/group/clientname/etc.
- RFC 1918 address visibility
- Time of Day/Day of Week policy flexibility
- Full on-line administrative controls
- Protocol detection for 22 different applications, and HTTP detection on non-standard ports
- “The Kitchen Sink”



# Results of Survey



Education Networks of America

- 42 Total Responses
- Results equal no changes to filtering policy

# Category – Abortion



Education Networks of America

- **Description**
  - This category contains sites that offer information about abortions and/or arguments in favor or against abortion. Procedures as well as help getting/avoiding abortions are included in this category.
- **Results**
  - 40 request Not to Block
  - 2 request to Block

# Category – Adult Image



Education Networks of America

- **Description**

- This category contains URLs that reference, discuss, or show pornography, pictures, videos, or sexually oriented material. This category may include soft and hard-core pornography, fetishes, stories, adult magazines, toys, or sexually related merchandise. This category is similar to category Pornography, but Adult Image is based on image scanning whereas the Pornography category is based both on images and textual content.

- **Results**

- All 42 participants requested to Block

# Category – Adware



Education Networks of America

- **Description**

- This category contains advertising such as banners ads and pop-up ads. While not malware, URLs in this category can be used to track your activity and display ads based on your surfing patterns. If this category is blocked, many portal pages may appear broken - what is actually happening is that the advertisements are being blocked while the main content is still displayed.

- **Results**

- 34 Requested Not to Block
- 8 Request to Block

# Category – Alcohol



Education Networks of America

- **Description**

- This category contains information related to alcohol, including wine, spirits, beer, cocktail recipes, homemade alcohol, or any other alcoholic drink. It also includes information about bars, pubs, nightclubs, bartending, liquor sales, and hangovers and other side effects of alcohol.

- **Results**

- 39 Requested Not to Block
- 3 Request to Block

# Category – Alternative Lifestyle Education Networks of America

- **Description**

- This category includes URLs that reference habits or behaviors related to social relations, dress, or recreation. These behaviors are typically important enough to significantly influence the lives of a sector of the population and hence can be used as a basis of social classification. This category contains websites that have information about LGBT issues and lifestyles and that may advocate for equal rights for the LGBT community. Sites in this category that offer suggestive images or match making applications would also be categorized either as adult images, match making, etc.

- **Results**

- 34 Requested Not to Block
- 8 Request to Block

# Category – Arts & Culture



Education Networks of America

- **Description**

- This category includes URLs relating to art, museums, cultural phenomenon, and various schools of cultural criticism. This category includes websites displaying many different forms of art. Art that includes images of the human body with an erotic intent may be included in this category, but should also be included in the pornography category.

- **Results**

- 41 Requested Not to Block
- 1 Request to Block

# Category – Classifieds



Education Networks of America

- Description
  - Sites that provide local classifieds to buy, sell, trade, things such as goods, cars, services, housing and jobs.
- Results
  - All 42 participants Requested Not to Block



# Category – Criminal Skills



Education Networks of America

- **Description**

- Criminal Skills includes instructions or methods that promote, encourage, or provide the skills to do anything that is generally considered to be illegal, criminal, harmful to the general public, and/or that are forbidden by laws. This category does not necessarily reflect the laws of any particular region or country. This category includes sites that promote academic cheating or software hacking/key breaking. It typically excludes any site that deals with the prevention of criminal activity.

- **Results**

- 5 Requested Not to Block
- 37 Request to Block

# Category – Directory



Education Networks of America

- **Description**

- The Directory category contains URLs that produce a directory listing instead of a default html page. This page is generated by the remote web server if no default html page is available and directory browsing is enabled. These directory files can be images, movies, applications, or any other type of file. Each individual file within the listing will be assigned a category once requested. Generally, Directory site pages should not be blocked.

- **Results**

- All 42 participants Requested Not to Block

# Category – Education



Education Networks of America

- Description
  - Sites that provide educational information and activities to help impact knowledge or skills as well as information on educational facilities, faculties, distance learning, trade schools and programs.
- Results
  - All 42 participants Requested Not to Block

# Category – Educational Games

Education Networks of America

- **Description**

- An educational game is a game designed to teach people about a subject, concept, event, culture, or skill while also entertaining them. These games may be for adults, children, or both. Examples of educational games include Carmen San Diego, Reader Rabbit, The Magic School Bus, Mavis Beacon Teaches Typing, and SIM City. The games may be used in a formal classroom environment or in casual play to reinforce classroom learning or skill development.

- **Results**

- All 42 participants Requested Not to Block

# Category – Entertainment

- Description

- This category contains URLs pertaining to music, recreation, amusements, fan clubs, gossip, celebrities, movies, or any other form of casual diversion. This category also includes personal sites devoted to movies and television shows. Please note that many sites that allow for the playing or streaming of music and video, such as Pandora, Slacker, and Hulu, are included in this category.

- Results

- 41 Requested Not to Block
- 1 Request to Block

# Category – Extreme



Education Networks of America

- **Description**

- This category includes URLs that are usually violent and may depict or promote mutilation, eating disorders, sick jokes, or other dangerous or disturbing activities. This category does not include widely accepted "extreme sports", such as rock climbing, skiing, or other achievements. This category includes sites generally considered not safe for work or school.

- **Results**

- 5 Requested Not to Block
- 37 Request to Block

# Category – Gambling



Education Networks of America

- **Description**

- Gambling (or betting) includes any URLs that involve the wagering or risk of money or valuables on the outcome of a game, contest, or other event in which the outcome is partially or completely dependent upon chance or on one's abilities. This category includes sites that directly provide that ability to place a bet or to determine the outcome of a bet as well as sites that promote or facilitate gambling. Also includes sites that range from purely factual to strategic to cheating. Includes sites related to lotteries or looking up winning numbers. Excludes sites that are clearly support sites for gambling addiction.

- **Results**

- 16 Requested Not to Block
- 26 Request to Block

# Category – Games



Education Networks of America

- Description
  - Gaming contains games or information about games, electronic games, computer games, card games, board games, Internet games, and so on. This category also includes strategies, cheats, and any sites that promote game makers, sites, or sellers.
- Results
  - 39 Requested Not to Block
  - 1 Request to Block



# Category – General



Education Networks of America

- Description
  - This category contains URLs that do not belong to any other category. Much of the world wide web is included in this category.
- Results
  - 39 Requested Not to Block
  - 3 Request to Block

# Category – General News



Education Networks of America

- **Description**

- General News contains various forms of journalism. It involves the reporting of current events by local, regional or mass media in the form of newspapers, television, radio programs, and sites on the World Wide Web. This category includes any mainstream newspaper, television stations, and radio station sites.

- **Results**

- 41 Requested Not to Block
- 1 request to Block

# Category – Hate Speech



Education Networks of America

- **Description**

- This category contains sites that are intended to degrade, intimidate, or incite violent or prejudicial actions against a person or group based on race, ethnic affiliation, nationality, gender, sexual orientation, religion, disability, or profession. Any description of one of these groups or group members that uses strong or crude language, explicit sexual references, or obscene gestures is considered, for the purposes of categorization, Hate Speech.

- **Results**

- 10 Requested Not to Block
- 32 Request to Block

# Category – Host is an IP

- Description
  - Host Is An IP identifies a request that is the form of an IP address. This means the DNS or host name was not used. It is possible that allowing this type of request could in some circumstances override normal content filtering settings.
- Results
  - 37 Requested Not to Block
  - 3 Request to Block

# Category – Humor



Education Networks of America

- **Description**

- This category includes sites that primarily focus on comedy, jokes, fun, etc. If a site in this category includes jokes of adult or mature nature, the site should also be categorized in the appropriate Adult category.

- **Results**

- 39 Requested Not to Block
- 1 Request to Block

# Category – Images

- Description

- The Images category contains URLs for an image file, determined by file name extension (example: [www.example.com/images/logo.jpg](http://www.example.com/images/logo.jpg)). Generally, Images should not be blocked.

- Results

- 41 Requested Not to Block
- 1 Request to Block

# Category – Intimate Apparel



Education Networks of America

- Description
  - This category includes sites that contain images or offers the sale of intimate apparel, swimsuits or other type of suggestive clothing.
- Results
  - 35 Requested Not to Block
  - 7 Request to Block

# Category – Investing



Education Networks of America

- **Description**

- Investing includes Internet banking systems that allow users to invest online, view their equity portfolio, and ask the bank to buy shares or bonds on their behalf. This includes URLs about stocks and quotes, money management, online publications, banks, discount brokerage services, mutual funds, and portfolio management.

- **Results**

- All 42 participants Requested Not to Block



# Category – IWF



Education Networks of America

- Description

- Sites in this category have been identified by the Internet Watch Foundation as containing potentially illegal child abuse images. Neither ENA nor its partners directly manage this category. For more information, see IWF's website at <http://www.iwf.org.uk/>

- Results

- 4 Requested Not to Block
- 38 Request to Block

# Category – Job Search



Education Networks of America

- **Description**

- Job Search sites allow people to search and apply for employment positions. This category includes resume writing and interviewing skills, career information, classified advertising, job databases, and job application pages.

- **Results**

- All 42 participants Requested Not to Block

# Category – Journals & Blogs



Education Networks of America

- **Description**

- Journal and Blogs (or web logs) are electronic diaries or personal chronicles, intended for open communication and sharing of thoughts, knowledge, and opinion. This category ranges from personal and medical to literary and culturally oriented publications. This category typically does not include electronic forms of mainstream magazines and newspapers. Also does not include personal/family web pages unless there is a diary or blog component.

–

- **Results**

- All 42 participants Requested Not to Block

# Category – Malformed URL



Education Networks of America

- Description
  - This category contains URLs that do not appear valid (for example the following URL with a semicolon instead of a colon: `http;\\www.google.com`).
- Results
  - 22 Requested Not to Block
  - 20 Request to Block

# Category – Match Making



Education Networks of America

- Description
  - Match Making is the process of introducing people for the purpose of dating, mating, and friendship. It includes topics related to dating services, dating advice and tips, relationships, listings or personal advertisements, and on-line dating services.
- Results
  - 38 Requested Not to Block
  - 4 Request to Block

# Category – Matrimonial



Education Networks of America

- **Description**

- This category differs slightly from Match Making in that it specifically includes websites promoting the institution of marriage or that facilitate the search for a marriage partner. These sites promote relationship compatibility based on factors such as socio-economic status, religion, education and profession.

- **Results**

- 39 Requested Not to Block
- 3 Request to Block

# Category – New URL



Education Networks of America

- Description
  - This category is used to describe URLs that have not previously been seen by content filtering service, or whose categorization has expired.
- Results
  - 34 Requested Not to Block
  - 8 Request to Block

# Category – No Text



Education Networks of America

- Description
  - No Text is used when the file extension of this page is not recognizable by the Categorization Engine. Blocking is entirely based on the file extension. Generally, No Text pages should not be blocked.
- Results
  - All 42 participants Requested Not to Block



# Category – Nudity



Education Networks of America

- **Description**

- Sites containing nude or semi-nude depictions of the human body. These depictions are not necessarily sexual in intent or effect, but may include sites containing nude paintings or photo galleries of artistic nature. This category may also include nudist or naturist sites that contain pictures of nude individuals.

- **Results**

- 9 Requested Not to Block
- 33 Request to Block

# Category – Occult



Education Networks of America

- **Description**

- This category contains sites about cults, supernatural forces and events, occult lore, vampires, astrology, witchcraft, mysterious symbols, and other phenomena beyond ordinary understanding. It includes sites about these topics that are historical or factual in nature and/or promote such practices.

- **Results**

- 41 Requested Not to Block
- 1 Request to Block

# Category – Pay to Surf



Education Networks of America

- **Description**

- Pay-to-surf web sites are those that pay Internet users for clicking on or reading specific links, email or web pages. Payments are made in the form of currency (cash), website credits or prizes. Pay-to-surf sites may also be in the form of sites advertising Affiliate Marketing or online marketing strategies and programs for those looking to.

- **Results**

- 37 Requested Not to Block
- 5 Request to Block

# Category – Peer to Peer



Education Networks of America

- Description
  - Peer-to-Peer (P2P) web sites that distribute software and facilitate the direct exchange of files between users over the Internet are included in this category. This category includes Bit Torrent search sites, trackers, and all web based sites of this nature.
- Results
  - 2 Requested Not to Block
  - 40 Request to Block

# Category – Phishing



Education Networks of America

- Description
  - This category contains URLs that are known or suspected phishing sites - typically financial fraud or identity theft. Blocking this category does not guarantee that ALL fraud or phishing sites will be blocked. Generally, phishing pages should be blocked.
- Results
  - 1 Requested Not to Block
  - 41 Request to Block

# Category – Phone Cards



Education Networks of America

- **Description**

- Phone cards are telephone cards that allow a user to make local or long distance telephone calls by calling a toll free or local number. Web sites that allow a user to purchase, renew or access information about telephone cards are included in this category. Information about the rates, telephone numbers to dial or sites that provide users with PIN information are also contained in this category. This category does not include pay as you go cellular or mobile pay-as-go information.

- **Results**

- 40 Requested Not to Block
- 1 Request to Block

# Category – Political



Education Networks of America

- Description
  - This category contains sites related to the structure or affairs of government, politics, or the state.
- Results
  - All 42 participants Requested Not to Block

# Category – Pornography



Education Networks of America

- Description
  - This category contains URLs that reference, discuss, or show pornography, pictures, videos, or sexually oriented material. This category includes soft and hard-core pornography, fetishes, stories, adult magazines, toys, or sexually related merchandise. This category excludes sex education sites.
- Results
  - 2 Requested Not to Block
  - 40 Request to Block



# Category – Portals



Education Networks of America

- **Description**

- This category includes web-based applications that provide a single starting point to retrieve information from multiple sources. For example, the content of a portal could include web searching, news, e-mail, discussion groups, online shopping, references, and other services.

- **Results**

- All 42 participants Requested Not to Block

# Category – Profanity



Education Networks of America

- Description
  - This category contains words that are generally considered obscene, vulgar, or derogatory. This includes the use of so-called "four letter words", racist or sexist terms, and objectionable sexual references.
- Results
  - 10 Requested Not to Block
  - 32 Request to Block

# Category – Proxy Anonymizer



Education Networks of America

- Description

- This category contains URLs that allow a user to mask their identity online. Generally, anonymizer pages should be blocked.

- Results

- 2 Requested Not to Block
- 40 Request to Block

# Category – Real Estate

- Description
  - This category includes sites that provide information on renting, buying, and selling properties. Properties can be advertised by the owner, or with the help of a sales agent.
- Results
  - All 42 participants Requested Not to Block

# Category – Redirector Page



Education Networks of America

- Description
  - This category indicates a URL that redirects the user to another page.
- Results
  - 41 Requested Not to Block
  - 1 Request to Block

# Category – Religion



Education Networks of America

- Description
  - This category contains URLs related to or dealing with religious beliefs, practices, faith, churches, worship, and so on.
- Results
  - All 42 participants Requested Not to Block

# Category – Remote Access Tools



Education Networks of America

- Description

- This category contains sites that provide services that can be used to remotely connect and manage a single computer or multiple computers with a variety of tools, such as screen/camera capture or control, file management, shell control, computer control, registry management, etc.

- Results

- 40 Requested Not to Block
- 2 Request to Block

# Category – Sales



Education Networks of America

- Description

- The Sales category includes any site or page offering consumers the ability to purchase products or services online. In some cases, it may include sites that provide a catalog of products that are offered for sale off-line.

- Results

- All 42 participants Requested Not to Block



# Category – Search Engine



Education Networks of America

- **Description**

- A Search Engine is a tool that helps web users to search the Internet using keywords. Some Search Engines work by automatically searching the contents of other systems and creating a database of the results, and other Search Engines contain only material manually approved for inclusion in a database. Some combine the two approaches. Many Internet pages offer some form of search function. Blocking Search Engines blocks only sites or pages whose sole purpose is Internet search.

- **Results**

- All 42 participants Requested Not to Block

# Category – Search Keywords



Education Networks of America

- Description
  - When search keywords are enforced, ENA Content Filtering will block searches on sites that fall into our Search Engine category if those searches appear to be inappropriate.
- Results
  - 29 Requested Not to Block
  - 13 Request to Block

# Category – Self Help



Education Networks of America

- **Description**
  - Self Help pages provide the information or support for an individual or a group to better themselves economically, intellectually, physically, or emotionally. This category ranges from therapy methods to support groups.
- **Results**
  - All 42 participants Requested Not to Block

# Category – Sex Education



Education Networks of America

- **Description**

- Sex Education is the study of human reproduction, sexual intercourse, and other aspects of human sexual behavior. Sites in this category can include objective descriptions of sex and may describe the various stages of reproduction including conception, embryo development, fetus development, birth. Sites in this category may also include topics such as sexually transmitted diseases, abortions, contraception, abstinence and sex advice.

- **Results**

- 40 Requested Not to Block
- 2 Request to Block

# Category – Social Networking

- **Description**

- Social Networking sites are virtual communities that allow members to connect and communicate with friends, family, business contacts, and individuals who share similar interests. Social networking sites are also used to share photos and videos, plan events, schedule meetings, and share information. Much of the content contained within these sites is harmless in nature; however social networking sites can be venues for sharing photographs, videos, and text that may be considered inappropriate for minors.

- **Results**

- 41 Requested Not to Block
- 1 Request to Block

# Category – Sports



Education Networks of America

- **Description**

- This category includes sites that report and/or comment on professional and amateur sports as well as sites that promote physical activity for the recreational purpose of competition or self enjoyment. This category includes athletics, racing, hunting, baseball, football, basketball, soccer, hockey, and so on.

- **Results**

- All 42 participants Requested Not to Block

# Category – Substance Abuse

- Description

- Substance Abuse contains URLs that provide information on illegal drugs used for recreational rather than medical purposes, or URLs that promote the abuse of legal drugs. This category excludes informational sites that are clearly intended to provide descriptions of drugs and substances, their negative effects, and addiction potential.

- Results

- 8 Requested Not to Block
- 34 Request to Block

# Category – Technology



Education Networks of America

- **Description**

- This category includes sites that pertain to technology, broadly defined as the development and application of tools, machines, materials, and processes that help solve (or create) human problems. It also includes sites that offer a software download, either for free as a trial or for purchase. Most of the major software and computer hardware manufacturers' websites would fall under this category.

- **Results**

- All 42 participants Requested Not to Block



# Category – Tobacco



Education Networks of America

- Description
  - Sites that offer, promote and advocate the use of tobacco or related products. All information on cigarettes, pipes, cigars, and chewing tobacco will fall under this category.
- Results
  - 35 Requested Not to Block
  - 7 Request to Block

# Category – Travel



Education Networks of America

- Description

- This category includes discussions of favorite travel destinations, discounts for travelers, special events in different cities, travel guides, vacations, accommodation, transportation, regulations, and bookings. It also includes sites directed toward business travel.

- Results

- All 42 participants Requested Not to Block

# Category – Under Construction

Education Networks of America

- Description

- This category indicates a site that has been identified by the owner as being incomplete - under construction. Generally, Under Construction pages pose little threat and need not be blocked.

- Results

- All 42 participants Requested Not to Block

# Category – Viruses



Education Networks of America

- **Description**

- This category contains known or suspected URLs associated with computer viruses. Selecting this as a category to block does NOT guarantee that all viruses sites will be blocked. Selecting this category does NOT inspect email attachments or files copies or downloaded to the computer. It simply blocks sites known or suspected of being associated with computer viruses.

- **Results**

- 2 Requested Not to Block
- 40 Request to Block

# Category – Weapons



Education Networks of America

- **Description**

- This category contains information related to the promotion, sale, or discussion of weapons. Weapons are any form of device used in combat that can injure or kill, such as guns, knives, or swords. Information on how to build illegal weapons or bombs is included in Criminal Skills.

- **Results**

- 38 Requested Not to Block
- 4 Request to Block

# Category – Web Chat



Education Networks of America

- **Description**

- Web Chat sites contain computer programs that enable two-way communication between users within an active browser window. This category includes any type of instant messaging and forums that talk about current events, debate, and share common interests. This category does not block instant messaging applications that are run outside a browser, such as MSN, AIM, or Yahoo Messenger.

- **Results**

- 19 Requested Not to Block
- 23 Request to Block

# Category – Web Email



Education Networks of America

- Description
  - The Web Email category includes web pages that permit users to send and receive text, HTML, images, and other data files to each other. This category does not block email client applications that run outside a browser, such as Outlook, Thunderbird, or Eudora.
- Results
  - All 42 participants Requested Not to Block

# Category – Web Storage



Education Networks of America

- Description
  - This category includes Web sites that offer file system-like services to share or backup files, often combined with user definable access rights.
- Results
  - All 42 participants Requested Not to Block



# Safe Search Feature



Education Networks of America

- **Description**

- Safe Search is not a category, but an option that will enforce various search engines' "Safe Search" feature in order to help prevent inappropriate information being returned in a search query. ENA can enforce safe search on the majority of search engine sites, such as Google, Lycos, Yahoo, AOL, Bing, etc., but we do not control what each of the engines categorize as "safe" searches.

- **Results**

- 39 Requested to Enable this feature
- 3 Requested to NOT Enable this feature